EXPLORING MULTIMODAL TEXTS: RESOURCES

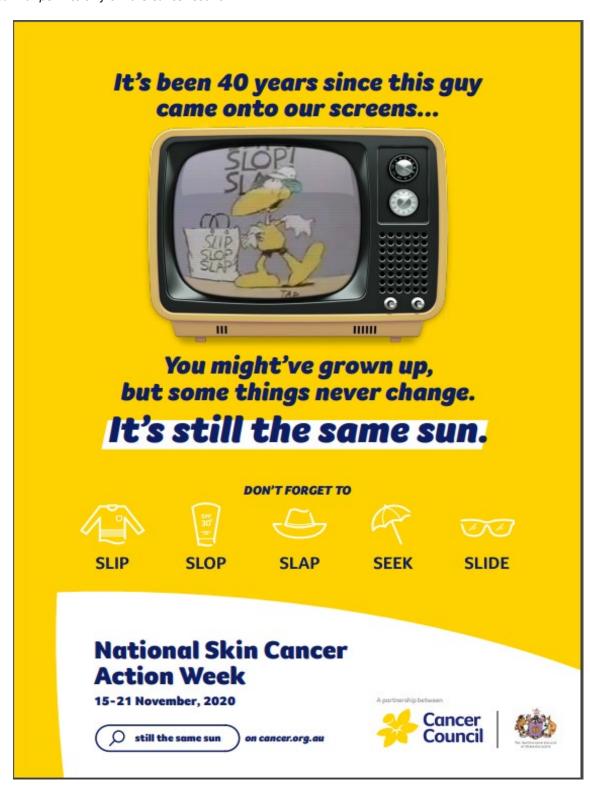
EXPLORING MODES: PERSUASIVE TEXTS

SunSmart campaign (Slip, slop, slap...)

Students can compare how the following modes persuade:

- 1. Original television advertisement: the Slip, Slop Slap video from 1980.
- 2. Written text from the Cancer Council: 'The job's not done until we're all safe in the sun'
- 3. Promotional poster from Skin Cancer Action Week (below)

Reproduced with permission from the Cancer Council.



References

Cancer Council Victoria (2010) *Slip! Slop! Slap! - The Original Sid the Seagull Video*. Available at: https://www.youtube.com/watch?v=b7noclenCYg (Accessed: 4 April 2022).

Cancer Council (2020) It's still the same sun. [Poster].

Cancer Council (2021) *National Skin Cancer Action Week | The job's not done until we're all safe in the sun.*Available at: https://www.cancer.org.au/cancer-information/causes-and-prevention/sun-safety/campaigns-and-events/national-skin-cancer-action-week (Accessed: 4 April 2022).